

Reese Adams McCranie, MBA

Seasoned, trusted political operative with 15+ years of experience in campaign leadership, government, reputation management, media relations, executive communications, constituency outreach, strategy development and execution, crisis management and public policy

WORK EXPERIENCE

Mayor's Office of One Atlanta – City of Atlanta

Atlanta, GA

Deputy Chief Equity Officer | Intergovernmental Affairs, *March 2018 – Present*

- Launched Atlanta's first-ever Equity Office establishing mission, vision, scope & budget; manage 15+ employees
- Lead office on legislative agenda and communications strategy; established cross-functional team to challenge utility rate case before Georgia's Public Service Commission; managed sustainability team
- Lobby state lawmakers and city councilmembers on legislative priorities; initiate legislation and galvanize broad support; liaise with key stakeholders and external lobbying partners; create talking points and media strategy
- Coordinated local activities to support Presidential Inaugural Committee's COVID Memorial & MLK Day of Service
- Advance the Mayor's progressive public policy agenda on equity, diversity and inclusion with a focus on housing affordability, public health, criminal justice reform, LGBTQ affairs, and economic/workforce development
- Oversee board development strategy and direct engagement with Mayor's 34-member LGBTQ Advisory Board
- Manage programmatic & community engagement for Reimagining of Atlanta City Detention Center Taskforce

Biden for President – State of Georgia

Atlanta, GA

Deputy State Director, *July – November 2020 (*won* with ~12K votes; added ~590K new voters from '16)*

- Launched state campaign with senior leadership; advised on key hires, onboarding, budget, strategic imperatives
- Managed initial communications efforts prior to comms team hires including strategizing, writing press releases and talking points, messaging, story-pitching, surrogate development and interview staffing
- Built and led state LGBTQ coalition engagement with OUT for Biden national team; advised on coalition engagement strategies with AfAm, Latinx, AAPI and Women resulting in decisive victories across Georgia
- Planned and staffed multiple virtual/in-person events with principals and super surrogates including President Biden, Vice President Harris, President Obama, Dr. Jill Biden, Doug Emhoff, Sens. Jon Ossoff & Rev. Warnock
- Led print/digital paid media with AfAm/Latinx/AAPI concentration in every market with 2.2M+ digital impressions
- Liaised with Atlanta Mayor and other elected officials to secure event participation, Op-eds, and interviews

Hartsfield-Jackson Atlanta International Airport – City of Atlanta

Atlanta, GA

Director of Policy and Communications, *June 2013 – March 2018*

- Senior member of staff; advised General Manager and leadership team on all communications and policy matters including congressional hearing prep on aviation security, Ebola and Zika mitigation strategies with CDC; human trafficking prevention, 20-year airline lease negotiations, \$1 billion concessions program, \$6 billion capital project
- Led a cross-functional team of 15 employees charged with branding of the airport, media relations, external and internal communications, content creation, social media engagement, video production & crisis communications
- Managed media projects such as BBC's City in the Sky & CNN's ATL24, an in-depth look into ATL's operations, creation of annual reports, launch of new passenger and cargo air service, adoption of ATL's 20-year master plan
- Primary spokesperson for the Airport for international, national & local media garnering positive global coverage

Office of the Mayor – City of Atlanta

Atlanta, GA

Deputy Director of Communications, *January 2010 – June 2013*

- Served as spokesperson for the Mayor and city operational departments; developed speeches, press releases, and social media strategy; established excellent working relationships with local, national, international media
- Advised Mayor, senior staff and department heads on critical and sensitive policy issues; crisis communications management and rapid response communications to ensure timely, accurate, proactive messaging
- Partnered with The White House and federal agencies on various press conferences and public affairs initiatives
- Managed team of 10+ communications professionals, city department PIOs and City Cable Channel 26 staff
- Provided executive counsel to Mayor and others; developed comms strategies for annual \$550+ million general fund budget; citywide pension reform; the \$27 million sale of the former City Hall East building; the sale and transformation of city property to a 30-acre film studio; and \$47.6 million USDOT grant for Atlanta Streetcar

Political Consultant

Atlanta, GA & Denver, CO

Obama for America, Democratic National Convention, City of Atlanta Mayor's race, January 2008 – January 2010

- *Kasim Reed for Mayor: Director of Media / Senior Advisor* to candidate on policy, speechwriter, spokesperson
- *Obama for America: senior media strategist* for campaign; planned press events and rallies across Georgia
- *Democratic National Convention: researched, pitched and booked campaign surrogates* for media interviews

The NewsMarket

London, UK

PR & Marketing Manager – Europe, October 2006-October 2007

Clients included: BMW, Google, Microsoft, PWC, RBS, Rolls-Royce and UNICEF

- Developed and managed all PR and marketing efforts during most extensive expansion in company history
- Garnered media coverage, developed marketing collateral for product launches & announcements across Europe

PR & Brand Manager Consultant

London, UK

Clients included: Cohn & Wolfe, Scientific-Atlanta, Deloitte, CIPFA & Piczo, August 2005-October 2006

- Managed launch of social networking site Piczo to consumer, business press across Europe
- Handled all crisis communications efforts during Cisco's unexpected \$6.9 billion acquisition of Scientific-Atlanta

Time Warner – Turner Broadcasting System, Inc.

Atlanta, GA

Public Relations Assistant, December 2004 – August 2005

- Managed speakers bureau program and wrote talking points for Turner executives and on-air talent
- Wrote and disseminated press releases; coordinated publicity for trade shows, affiliate events, industry panels

OTHER POLITICAL CAMPAIGNS

- Raphael Warnock for U.S. Senate – LGBTQ Advisory Council, 2020 (*W*) Georgia
- Keisha Lance Bottoms for Mayor Runoff Campaign – Political Strategist, 2017 (*W*) Atlanta, GA
- Reese McCranie for Fulton County Commission – Candidate, 2017 Atlanta, GA
- Reese McCranie for Georgia's 5th Congressional District Delegate DNC, 2012 (*W*) Georgia, North Carolina
- Kasim Reed for Mayor – Director of Media / Senior Advisor, 2009 (*W*) Atlanta, GA
- Obama for America – Communications Strategist / Fundraiser, 2008 & 2012 (*W*) Georgia
- John Kerry for President – Fundraiser / Field Organizer, 2004 Ohio, Georgia
- Max Cleland Re-Election for U.S. Senate – Fundraiser / Strategist, 2002 Georgia

COMMUNITY ENGAGEMENT AND RECOGNITIONS

- OUT Georgia Business Alliance, Most Influential LGBTQ Georgian (2020)
- GLAAD, National Board of Directors (July 2020-present)
- National League of Cities / Democracy at Work Institute Fellow (June 2018-June 2020)
- Fulton County HIV/AIDS Prevention, Care and Policy Advisory Committee Appointee (April 2018-April 2020)
- Regional Leadership Institute – Atlanta Regional Commission (Class of 2017)
- Georgia Foreign-Trade Zone Board Member (2017-present)
- Georgia Advisory Committee for the U.S. Global Leadership Coalition (2016-present)
- Democratic Party of Georgia – LGBTQ Caucus Treasurer (2016-2018)
- Leadership Atlanta Graduate (Class of 2015)
- *Atlanta Business Chronicle* – 40 Under 40 (2015)
- Human Rights Campaign, Communications Chair (2013-2015); Steering Committee Member (2015-2017)
- GLAAD, The Champion Award (2013)
- New Leaders Council, Agent of Change Award (2012)
- *Fenuxe Magazine* – 50 Most Prominent and Influential LGBTQ Atlanta Residents (2010, 2011)
- Red Clay Democrats, Board of Directors; Board of Governors (2010-2014)
- Truman National Security Project, Political Partner (2010-present)

EDUCATION AND TRAINING

Georgia Institute of Technology – Scheller College of Business, Global Executive MBA

Atlanta, GA

Florida State University – BA: Political Science and International Affairs; Minor: French

Tallahassee, FL

Florida State University – Study Abroad Program, British Politics and International Affairs

London, UK